

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
BOARD OF COMMISSIONERS
MARKETING COMMITTEE MEETING**

April 28, 2008

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on April 28, 2008 pursuant to notice at the Rhode Island Convention Center Boardroom, One Sabin Street, Providence, Rhode Island.

Board members present were Chairman Dale Venturini, Commissioners, Jeff Hirsh, Jason Fowler and Paul MacDonald.

Also in attendance were Betty Sullivan and Kerrie Bennett, RICCA; Martha Sheridan and Neil Schriever, PWCVB; Tim Muldoon, Debbie Tuton, Jessica Long and Arlene Oliva, RICC; Larry Lepore, Cheryl Schadone, Kym Chevian and Eleanor SanAntonio, Dunkin' Donuts Center; Dave DePetrillo, RIEDC and Eileen Smith, recording secretary.

Ms. Venturini called the meeting to order at 12:40 pm.

Ms. Venturini asked for approval of the minutes of the March meeting. Upon a motion duly made by Mr. Fowler and seconded by Mr. Hirsh it was unanimously

VOTED: to approve the minutes of the March meeting.

Ms. Venturini noted that a luncheon was held at the Convention Center to present Green Certifications to area hotels and businesses that have met the guidelines issued by DEM. Ms. Sheridan reported that the Green Certifications mean a great deal from a business perspective. She said that many groups are putting a lot of emphasis on holding their events in facilities that have taken the initiative to “Green” their buildings. Ms. Venturini stated that we were fortunate to have Brad Webber from Experient as the guest speaker. Experient was coincidentally holding a meeting at the Convention Center. Mr. DePetrillo stated that Rhode Island Tourism Division is developing a page on the web site listing the recipients of the Green Certification. Ms. Venturini noted that Rhode Island is considered a leader when it comes to adapting our older structures to more energy saving facilities. Mr. Duffy asked if we are ahead of other green states such as Vermont. Ms. Venturini responded that we are because of our relationship with Resource Recovery and DEM and the recycling efforts of our businesses. Ms. Venturini thanked Kathy Masino and her staff for the delicious organic menu. Ms. Venturini said that the food and the amazing service were appreciated by all attendees.

PROVIDENCE/WARWICK CVB

Mr. Schriever noted that Experient was holding a strategic planning session in the Convention Center and that Mr. Webber's comments were better than expected. Mr. Schriever stated that Mr. Webber and Experient thought that the city is fantastic and as always the building showed well. Mr. Schriever reported that Experient will be planting trees in Rhode Island to thank us for our hospitality. Mr. Muldoon commented that the CVB had done a great job bringing Experient to the facility. Mr. Schriever reported on room night production, definite and tentative booking highlights. Mr. Schriver noted that the CVB team had attended several trade shows and made sales calls in Chicago, Washington, Boston, and Dayton Ohio.

COMBINED WEBSITE DESIGN PRESENTATION

Ms. Venturini reported that she had asked the appropriate staff people from the Convention Center, the Dunkin' Donuts Center, the Authority and the CVB to meet and discuss ideas on updating the web site. The group had met and presented the Committee the results of the meeting. Discussions ensued regarding the steps that need to be taken in order to make the web site for the complex sexy and edgy.

Ms. Schadone stated that the staff of the Complex would be pleased to have the opportunity to work together on the development of a state of the art web site to link visitors to events, hotels, restaurants and other sites in the State. Mr. Schriever showed some examples of web based promotions, www.virtualmeetingworld.com and www.nxtbook.com/nxtbooks/nielsen/providence. Mr. Duffy asked that

if we were to acquire the VMA would that add to the product. Ms. Sheridan responded that for some groups it would help and that the VMA would have a place in the mix. Ms. Schadone and Ms. Oliva explained what is required to enhance and improve the web site. Mr. Fowler inquired about the age of the software used at the Convention Center. Ms. Oliva said that is a few years old. Upon lengthy discussion of opportunities created by a new site, Ms. Venturini noted that it is time that the complex moves forward with web site development. Ms. Venturini suggested an aggressive timeline and said that an RFP should be issued as soon as possible. Mr. MacDonald stated that the bridge and the connection to the hotel should be highlighted. Upon a motion duly made by Mr. Hirsh and seconded by Mr. Fowler it was unanimously

VOTED: to have the complex issue and RFP for web site development as soon as possible

A copy of the presentation is available on CD at the Authority office.

CONVENTION CENTER

Arlene Oliva introduced Jessica Long, a new sales assistant for the Convention Center. Ms. Oliva presented the sales activity for the Convention Center for the month of March.

DAVID C. DEPETRILLO – RHODE ISLAND TOURISM DIVISION

Mr. DePetrillo brought with him the advertisements that have been created for the State Tourism Division. Unfortunately there was an equipment malfunction and Mr. DePetrillo said that he would have a copy of the CD sent to the Authority office for distribution.

Ms. Venturini thanked everyone for attending. Upon a motion duly made by Mr. Hirsh and seconded by Mr. Fowler it was unanimously

VOTED: to adjourn at 1:50 pm